



VST SHAKTI SAMACHAR

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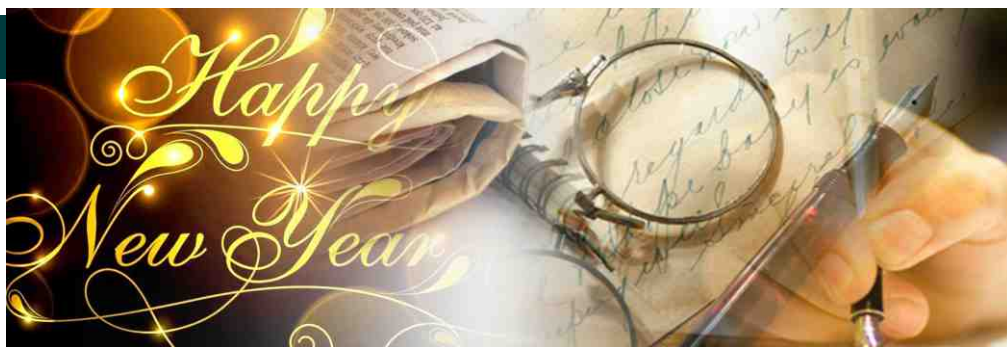
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FROM THE EDITORIAL DESK

Hello VSTeans,

At the outset, we from Editorial Desk wish you all a very Happy and Prosperous New Year and hope this year brings loads of energy and excitement in our group's activities.

The last quarter of the previous calendar year had seen a bountiful of activities in terms of training programs, promotional activities, PR and few milestones that our group has achieved and we have tried covering them all in this issue.

We thank you and will always appreciate your active participation without which, this compilation would not have been possible and request to continue your support for the future issues.

Adios till again,
Editorial Team.

Few Inspiring Quotes from Mother Teresa:



"If you judge people, you have no time to love them."

"Not all of us can do great things. But we can do small things with great love."

"Peace begins with a smile.."

"Kind words can be short and easy to speak, but their echoes are truly endless."

"Yesterday is gone. Tomorrow has not yet come. We have only today. Let us begin."

"The most terrible poverty is loneliness, and the feeling of being unloved."

"It's not how much we give but how much love we put into giving."

"I alone cannot change the world, but I can cast a stone across the waters to create many ripples."

"Live simply so others may simply live."

"If you are humble nothing will touch you, neither praise nor disgrace, because you know what you are."

"I can do things you cannot, you can do things I cannot; together we can do great things."

Message
From
EVP-T & COO



Hello VSTeans,

It gives me immense pleasure to address you for the first issue of VST Shakti Samachar in 2015. The year has just started with challenges ahead and goals that need to be achieved and I wish the group all the success and glory this year.

I always look forward for the Newsletter to keep myself abreast with the happenings of the organization at grass root level and file the information for the future reference. I appreciate the team's effort in compiling this valuable information and spreading across the echelons so that we all know about the contribution of various spheres of the VST family.

I wish you all a Very Happy New Year and look forward to read many more issues of VST Shakti Samachar.

Thank you,

J. S. Bhatt
EVP-T & COO

TRAININGS & SEMINARS

REAPER DEMO PROGRAM - MANIPUR



Our dealer M/s. J.J.Tillers Tractors Agency at Golaghat, Manipur had conducted a Reaper demonstration program in the month of November 2014 to educate the farmers on the usage of Power Tillers in their fields and their benefits.



RTP TRAINING PROGRAM - ODISHA



A training program was conducted for the benefit of the mechanics at Bhubaneshwar, Odisha. During the program, the mechanics were trained to assemble and service our Rice Transplanter and Reaper.



RTP DEMO PROGRAM - BIHAR



To educate the usage and benefits of our Rice Transplanter to the farmers at Aurangabad, Bihar, a demonstration program was conducted in the month of October 2014.



ROAD SHOW - ODISHA



A Road Show and Display of Rice Transplanter and Reaper was organized in Mayurbhanj District, Odisha. The program was flagged off by Mr. Benudhar Mohanty and Mr. Manas Ranjan Dash.



DEMOS & ROAD SHOWS



DEMO & ROAD SHOW - UP

Demos and Road Shows were conducted from November to December 2014 by our dealer M/s. Maharajganj Tractors, Maharajganj, Uttar Pradesh. The demos were conducted in banana plantations to demonstrate the usage of our Tillers.



DEMO & ROAD SHOW - RAJASTHAN

VST Mitsubishi Shakti VT 224 - 1D AJAI - 4WB was displayed in a road show and a demonstration with ADDC facilities of the same was given in the district of Jaipur, Rajasthan.



DEMOS & ROAD SHOWS

ROAD SHOWS - GUJARAT

Road shows were conducted by our dealers M/s. Kishan Tractors at Keshod, M/s. Datar Krishi Machinery at Sapar and M/s. Bhagwati Agriculture at Kutch district of Gujarat to promote our products.



HOW TO IMPRESS SENIOR MANAGERS

Your exposure to higher level managers is usually limited, so you need to make a good impression when you have the opportunity. Whether they are in business, government, or the non-profit sector, all executives appreciate certain things. Here are a few ways to make the most of your encounters with the higher-ups.

Consider the big picture.

The higher you go in an organization, the wider the view. Executives really appreciate employees who think about issues beyond their own narrow job description. If you seem to understand and care about larger organizational goals, you will make a positive impression.

Collaborate across functions.

Part of seeing the bigger picture is recognizing how your job function connects to others. All too often employees and lower-level managers get stuck in their "silos" and focus only on their own objectives. But high-level managers want different functions to work together to achieve organizational goals.

Be smart about money.

All high-level managers are concerned about money in one way or another, whether it's increasing sales, reducing costs, managing budgets, or insuring overall profitability. If you show concern for finances, top managers will know that you appreciate the issues that they must deal with on a regular basis.

Ask intelligent questions.

Executives appreciate employees who take an interest in the business, and they usually love to share their knowledge or perspective. When you have a chance to interact with managers above your boss, try to have a few well-thought-out questions ready.

Propose solutions.

Managers constantly hear about problems, so they really appreciate people who focus on solving them. Even if an executive doesn't agree with your ideas, the fact that you think about solutions will be viewed positively.

Be succinct.

Executives have limited time, so don't expect them to sit through lengthy descriptions of projects or problems. Be prepared to convey your information quickly and concisely. If they want to know more, they will ask.

Make effective presentations.

Whenever you present information to an executive, you have a chance to make a positive impression. Many people make bad presentations, so good ones really stand out. If you are unsure of your presentation skills, read up on the topic or study people who do it well.



DEMOS & ROAD SHOWS

ROAD SHOWS - TAMIL NADU



Road shows were organized in various places of Tamil Nadu through our dealers M/s. Sri Ram Agro Service and M/s. Venkateswara Enterprises in the months of September and October 2014.



TRACTOR ATTACHMENT DEMO - TAMIL NADU



A demonstration of V.S.T Mitsubishi Shakti MT 180D Tractor with different attachments like baler and fertilizer broadcaster was conducted in the month of December 2014 in Madurai, Tamil Nadu.



TRACTOR ATTACHMENT DEMO - TAMIL NADU

A Demonstration of VST Tractor with Post Hole Digger attachment was conducted in the month of December 2014 by our dealer M/s. Sri Venkateswara Enterprises, Madurai, TamilNadu. The demonstration was conducted in our dealer's premises and was witnessed by many farmers around the area.

POWER TILLER DISTRIBUTION - TAMIL NADU

Power Tillers with subsidy were distributed to few financially backward farmers in the month of December 2014 through our dealer M/s. Sri Venkateswara Enterprises, Madurai, Tamil Nadu.



ROAD SHOWS - KARNATAKA

Road shows were organized at various parts of Karnataka through our dealers M/s. Patil Agency and M/s. Reliable Agro in the month of December 2014.



SPECIAL EVENT



KANNADA RAJYOTSAVA CELEBRATION

Kannada Rajyotsava was celebrated in the month of November 2014 at V.S.T Tillers Tractors Ltd. Head Office, Bengaluru, Karnataka. All the V.S.T Employees & members of workers union had attended the event. Gift Vouchers were distributed to all the employees of the company.

MELAS/EXPOS & EXHIBITIONS

KRISHI - MAHARASHTRA



Krishi an international agricultural trade fair and conference was held at Nashik, Maharashtra in the month of November 2014. V.S.T Tillers Tractors Ltd. had participated in the event by showcasing their products with live demonstrations on their uses and benefits.



RAVI KRISHI MAHATSOV - GUJARAT

A Krishi mela was conducted in the month of December at Maroli sugar factory, Navsari district, Gujarat in the name of Ravi Krishi Mahatsov. We had participated in the mela and had displayed our 22HP Tractor and 130DI Power Tiller. The event was attended by MLA and many Gujarat State Government officials where subsidy cheques were distributed to select farmers.



MELAS/EXPOS & EXHIBITIONS

REGIONAL AGRICULTURE FAIR - ODISHA



A state level Regional Agriculture Fair was held in the month of October 2014 at Balasore, Odisha.

We have participated in the event and displayed our Tillers, Tractor, Reapers and Rice Transplanters.



AGRI FAIR - ODISHA

An Agri Fair and Seminar was held at Bhubaneswar, Odisha in the month of November 2014. The main topic of the seminar was 'Potential of Horticulture in Odisha: Challenges & Opportunity'. We have participated in the event by displaying our products in the Fair and also attended the seminar.



KRUSHI MAHOTSAV - ODISHA



A Regional Krushi Mahotsav -14 was held in the month of December at the Uma Charan Patnaik Engineering School, Berhampur, Odisha. The event was inaugurated by the Chief Minister Sri. Naveen Patnaik.



DHANU JATRA - ODISHA



A Stall was set up through our dealer M/s. Seema Enterprises at the Dhanu Jatra which was held at Bargarh, Odisha, showcasing our products to the large number of villagers and farmers.



MELAS/EXPOS & EXHIBITIONS



SEMINAR & EXPO - KERALA

Seminars and Expos were conducted for the benefit of the farmers at Calicut, Trissur and Trivandrum areas of Kerala during the month of November 2014. Our products - Tractors, Tillers and Rice Transplanters were displayed at the expo and the usage and advantages were detailed at the seminars.



KRISHI MELA - KARNATAKA

Krishi Mela - the annual farm expo was organized by University of Agricultural Sciences, Raichur in their university's main campus in the month of November 2014. V.S.T Tillers Tractors Ltd. had participated in the event through their dealer M/s. Chandrakanth Enterprises, Raichur District, in the three-day event.



KRISHI MELA - KARNATAKA

Krishi Mela, the annual farm expo, was held in the month of November 2014 at the Gandhi Krishi Vignana Kendra, Bengaluru. V.S.T Tillers Tractors Ltd. had participated in the event through our dealer M/s. Jaya agencies, Yeshwantpur, Bengaluru, showcasing their products along with the farming accessories.



MILESTONES

ULTRASONIC CLEANING MACHINE

A single chamber Ultrasonic cleaning machine was installed in Hosur plant in the month of December 2014, specially for cleaning of Hydraulic internal assembly components, including hydraulic case. The Ultrasonic waves (High Frequency Sound Waves) produced in the machine propagates through the liquid medium in the form of a longitudinal waves which hits the components, loosens and removes the dirt, cleans the oil / grease.



This Ultrasonic cleaning machine is simple, efficient and the component surface is cleaned without scratches. It even cleans complex geometry like narrow gaps, blind holes etc. This kind of machines are very useful for small complex hydraulic systems, which effectively removes dirt & foreign particles, otherwise a small dirt / foreign particles will have impact on the performance of the system.

NEW RSO INAUGURATION - ODISHA



A new Regional Sales Office and Spare Parts Godown was inaugurated at Cuttack in Odisha in the month of December 2014. The new office premises was inaugurated by our Managing Director, Mr. V P Mahendra and was attended by V.S.T seniors team and Government officials. All the dealers around the district were invited for the inauguration and complementary gifts were distributed to the performing dealers.



NEW SHOWROOM INAUGURATION - TAMIL NADU



A new showroom of our dealer M/s. Sri Venkateswara Enterprises was inaugurated at Madurai, Tamil Nadu by Mr. B.C.S. Iyengar, Director - Corporate Strategy of V.S.T Tillers Tractors Ltd. in the month of December 2014.



At the event, Mr. Iyengar also honoured the delivery of our new Rice Transplanter to a noted and renowned farmer family in the Madurai District who were loyal to V.S.T over ages.

PR ACTIVITIES

ਵੀ. ਐੱਸ. ਟੀ. ਟਿਲਰ ਵਲੋਂ ਜਲੰਧਰ 'ਚ ਪਾਰਟਨਰ ਮੀਟ

ਜਲੰਧਰ, 20 ਨਵੰਬਰ (ਨਿਰਮਲ ਸਿੰਘ)-
ਦੱਖਣ ਦੀ ਪ੍ਰਸਿੱਧ ਪਾਵਰ ਟਿਲਰ ਬਣਾਉਣ ਵਾਲੀ ਕੰਪਨੀ ਵੀ. ਐੱਸ. ਟੀ. ਟਿਲਰ ਵਲੋਂ ਜਲੰਧਰ 'ਚ ਆਪਣੇ ਤਿੰਨ ਸਿਲੰਡਰ ਟਰੈਕਟਰ ਨੂੰ ਪੰਜਾਬ 'ਚ ਲਾਂਚ ਕਰਨ ਸੰਬੰਧੀ ਪਾਰਟਨਰ ਮੀਟ ਕਰਵਾਈ ਗਈ। ਇਸ ਸੰਬੰਧੀ ਜਾਣਕਾਰੀ ਦਿੰਦਿਆਂ ਕੰਪਨੀ ਦੇ ਪੰਜਾਬ ਇੰਚਾਰਜ ਸੁਰਜ ਸਿੰਘ ਸੰਧੂ ਨੇ ਪੰਜਾਬ ਭਰ ਤੋਂ ਪਹੁੰਚੇ ਡੀਲਰਾਂ ਅਤੇ ਕਿਸਾਨਾਂ ਨੂੰ ਜੀ ਆਇਆ ਆਖਿਆ ਤੇ ਉਨ੍ਹਾਂ ਨੂੰ ਵਿਸਥਾਰ 'ਚ ਕੰਪਨੀ ਦੇ ਪਿਛੋਕੜ ਬਾਰੇ ਜਾਣਕਾਰੀ ਦਿੱਤੀ। ਬੰਗਲੌਰ ਤੋਂ ਉਥੇ ਤੋਰ 'ਤੇ ਪਹੁੰਚੇ ਕੰਪਨੀ ਦੇ ਸੀਨੀਅਰ ਵਾਇਸ ਪ੍ਰੈਜੀਡੈਂਟ ਮਾਰਕੀਟਿੰਗ ਚੰਦਰ ਮੋਦਿਲੀ ਸ਼ਰਮਾ ਨੇ ਦੱਸਿਆ ਕਿ ਸਾਡੀ ਕੰਪਨੀ ਵਲੋਂ ਤਿੰਨ ਸਿਲੰਡਰ ਵਾਲਾ ਫੋਰ ਵੀਲਰ ਡਰਾਇਵ 18.5 ਆਂਚ. ਪੀ. ਅਤੇ 22 ਆਂਚ. ਪੀ. ਦੇ ਟਰੈਕਟਰ ਪੰਜਾਬ ਦੀ ਮਾਰਕੀਟ 'ਚ ਲਾਂਚ ਕੀਤੇ ਗਏ ਹਨ। ਉਨ੍ਹਾਂ ਦੱਸਿਆ ਕਿ ਇਹ ਟਰੈਕਟਰ ਪਹਿਲਾਂ ਕਰਨਾਟਕਾ, ਤਾਮਿਲਨਾਡੂ ਤੇ ਹੋਰਨਾਂ ਰਾਜਾਂ 'ਚ ਕਾਮਯਾਬ ਹੋਇਆ ਹੈ। ਹੁਣ ਇਸ ਨੇ ਮਹਾਰਾਸ਼ਟਰ, ਗੁਜਰਾਤ ਤੇ ਉੜੀਸਾ 'ਚ ਵੱਡੀ ਸਫਲਤਾ ਹਾਸਿਲ ਕੀਤੀ ਹੈ। ਸ਼੍ਰੀ ਸ਼ਰਮਾ ਨੇ ਕਿਹਾ ਕਿ ਪੰਜਾਬ 'ਚ ਵੀ ਜ਼ਮੀਨਾਂ ਘੱਟ ਰਹੀਆਂ ਹਨ। ਇਸ ਕਰਕੇ ਸਾਨੂੰ ਵੀ ਆਮਦਨ ਲਈ ਆਪਣੇ ਖਰਚੇ ਘਟਾਉਣੇ ਪੈਣੇ ਹਨ। ਇਸ ਲਈ ਪੰਜਾਬ ਦੇ ਕਿਸਾਨ ਨੂੰ ਵੀ ਵੱਡੇ ਟਰੈਕਟਰ ਦੇ ਨਾਲ-ਨਾਲ ਛੋਟੇ ਟਰੈਕਟਰਾਂ ਨੂੰ ਖੇਤੀ ਦੇ ਕੰਮਾਂ 'ਚ ਵਰਤਣਾ ਚਾਹੀਦਾ ਹੈ। ਮੰਗਾ, ਜਲੰਧਰ, ਅੰਮ੍ਰਿਤਸਰ, ਲੁਧਿਆਣਾ ਤੇ ਹੋਰਨਾਂ ਇਲਾਕਿਆਂ 'ਚ ਪਹੁੰਚੇ ਵਪਾਰੀਆਂ ਨੇ ਡੀਲਰਸ਼ਿਪ ਬਾਰੇ ਕੰਪਨੀ ਦੇ ਅਧਿਕਾਰੀਆਂ ਨਾਲ ਗੱਲਬਾਤ ਕੀਤੀ।



ਪਾਰਟਨਰ ਮੀਟ 'ਚ ਡਾਗ ਲੈਂਦੇ ਵੀ. ਐੱਸ. ਟੀ. ਟਿਲਰ ਦੇ ਅਧਿਕਾਰੀ।

DAILY PUNJABI - NOVEMBER



INDIA TODAY (HINDI) - DECEMBER



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PR ACTIVITIES